

2007 Local Community Website Contest Winners

CATEGORY 1 – BEST LOCAL COMMUNITY WEBSITE CLASS A

1st Place

Sioux City Journal – www.siouxcityjournal.com
Lee Enterprises, Inc.

Judge's Comments:

The site is easily navigable and has a real community feel to it. The blended use of advertising helps online users and advertisers in getting their messages out. The interaction with readers is outstanding.

2nd Place

The Pantagraph – www.pantagraph.com
Lee Enterprises, Inc.

Judge's Comments:

The overall look to this website is very sharp with a lot of attention to detail. Video streaming enhanced the experience, while online comments helped to focus aspects of community.

3rd Place

The Cedar Valley Courier – www.wcfcourier.com
Courier Communications/Lee Enterprises, Inc.

Judge's Comments:

Cedar Valley is well served by this website, this third place entry makes a clean sweep for Lee Enterprises in first, second, and third place finishes for this category.

Honorable Mention

Ocala Star – www.ocala.com
The Star-Banner / NY Times Regional Media

Judge's Comments:

This is a nice example where big is not necessarily better. The site works best with 800 x 600 resolution, but not with today's wider screens. Reader interaction gave this website a clear edge in building an online community.

CATEGORY 1 – BEST LOCAL COMMUNITY WEBSITE CLASS B

1st Place

Lawrence Journal-World – www.ljworld.com
The World Company

Judge's Comments:

One word — clean. A lot of sites entered in this competition are doing an excellent job of populating their sites — news updates, video podcasts. But what set ljworld.com apart was the presentation. I don't want to work when I read a newspaper online. The Lawrence site didn't make me. Nice work.

2nd Place

The Standard-Times – www.southcoasttoday.com
South Coast Media Group / Ottaway Newspapers, Inc.

Judge's Comments:

Nice home page. I like the rotating pictures showing, news, a feature and sports. Good features throughout.

3rd Place

Traverse City Record-Eagle – www.record-eagle.com
Community Newspaper Holdings, Inc.

**CATEGORY 1 – BEST LOCAL COMMUNITY WEBSITE
CLASS C**

1st Place

Cox Newspapers – www.pulsejournal.com
Cox Ohio Newspapers-Southwest Group

Judge's Comments:

Wow. What a rich content site! Other media sites need to stand up and take notice of the many chances for reader interaction – from sharing photos to commenting on stories to searching the database of government salaries and participating in contests. A clean, bright design allows for easy navigation and truly integrated advertising content. “Prom Fashion 2007” should be done by every site – truly hyper-local. Live news updates distinguishes the content, as does the webcast that allows even a casual visitor to get a sense of this community and these news organizations.

2nd Place

York Region Media Group – www.yorkregion.com
Metroland Media Group, Ltd.

Judge's Comments:

This site understands what it means to reflect its community. The lively design with lots of click-able options allows users to navigate through varied news and advertising content. ReUseful offers such a great community service that – and here's the best part – is a natural for monetizing.

3rd Place

The Mississauga News – www.mississauga.com
Metroland Media Group, Ltd.

Judge's Comments:

The webcast and chances for reader-interaction are top-notch. Readers have easy avenues for everything from sharing news tips to participating in online contests. The site is well on its way to monetizing its content by integrating the ads.

Honorable Mention

GateHouse Media New England – www.townonline.com
GateHouse Media, Inc.

Judge's Comments:

This site, www.townonline.com, may be the site to watch this year. With a recently cemented rebirth, the web site stands poised to excite. The multimedia options allow users to digest their information in a range of formats and the blogs allow for conversation. Wicked Local is an advertising engine.

Honorable Mention

ThisWeek Community Newspapers – www.thisweeknews.com
Dispatch Printing Company

Judge's Comments:

At www.thisweeknews.com, users are treated to vodcasts and an easy-to-use tab design. The Photo of the Day and online contests allow some great reader-interaction efforts.

**CATEGORY 1 – BEST LOCAL COMMUNITY WEBSITE
CLASS D**

1st Place

GateHouse Media New England – www.plymouth.wickedlocal.com
GateHouse Media, Inc.

Judge's Comments:

The creators have applied their name efficiently. The site is wickedly local and highly interactive, inviting the communities it serves to be active participants. From news, features, blogs, photos, calendars and videos, the site is hyper-local with easy access for areas it serves.

2nd Place

Messenger Post Newspapers – www.MPNnow.com
GateHouse Media, Inc.

Judge's Comments:

The website is bright, clean and easily navigable. The home page offers the main news of the day – local, entertainment, world etc, - but the focus is completely local. It offers easy access to all the areas that the newspapers cover, making it easy for viewers to go directly to their area of interest if they so choose. The use of pics makes the site pleasing without being jarring.

3rd Place

Powell River Peak – www.prpeak.com
Madison Publishing, Ltd.

Judge's Comments:

The Powell River Peak obviously serves a small community and serves it well. The site is clean with liberal use of local pictures. A particularly attractive feature is its links to a whole host of local organizations and offer to those who do not have their web presence to build one for themselves.

Honorable Mention

Brooklyn Paper – www.brooklynpaper.com
Brooklyn Papers

Judge's Comments:

This paper and website, covering a section of one of the biggest cities of the world, does a fine job of providing local news for the residents of the area.

CATEGORY 2 – BEST SITE ARCHITECTURE AND OVERALL DESIGN CLASS A

1st Place

The Record (Stockton, CA) – www.recordnet.com
Ottaway Newspapers, Inc.

Judge's Comments:

The main story preview is a very nice feature. The site is very well organized. It is very easy to navigate and the navigation keeps going deeper, not long down. It has a lot of content presented in a very pleasant way without clutter. The site has a big amount of content, everything from news, to user interaction to multimedia. I liked the very useful and easy to use top navigation. Each section keeps the original style, the site stays consistent and everything is perfectly organized within the individual sections. It's a detailed and excellent work of information structure. I liked many of the features of the site. I liked that it makes use of many technological features but keeps a very clean look. I like the photo at the header, making reference to the area. It has a perfect balance of text, images, ads and content.

2nd Place

Post-Bulletin Company, LLC – www.postbulletin.com
The Small Newspaper Group

Judge's Comments:

The site shows a very good job of organization. It has a high sense of creativity and a lot of content in an uncluttered way. It has very creative features like the tabs in the main page. The video is amazing! A great place where to get ideas from. The site shows great attention to detail and a very creative and perfectionist touch. I liked the main navigation at the top and the sub-navigation links. This site has a very clean look, an excellently developed graphical content, and it's very easy to navigate.

3rd Place

Sioux City Journal – www.siouxcityjournal.com
Lee Enterprises, Inc.

Judge's Comments:

The site has a lot of content and it's well organized. I like the multimedia options, audio and video. It is not intrusive or unpleasant but a bit cluttered and long to scroll. The site has a well designed concept at the top, which remains consistent throughout the pages.

CATEGORY 2 – BEST SITE ARCHITECTURE AND OVERALL DESIGN CLASS B

1st Place

Lawrence Journal-World – www.lawrence.com
The World Company

Judge's Comments:

Nice integration of art and typography that clearly indicates the top story on the site. Navigation is clean and simple, with a row of easy-to-spot drop-down menus near the top and a clear layout below. The site features a healthy amount of multimedia, which is not too surprising given their focus.

2nd Place

Northwest Herald – www.nwherald.com
North West News Group of Greater Chicago

Judge's Comments:

A well-defined and logical arrangement of copy and photos make this site easy to get around. The amount of multimedia, some locally produced and some from the local CBS affiliate, is substantial, and the videos done by the site are nicely produced and presented.

3rd Place

Daily Local News – www.dailylocal.com
Journal Register Company

Judge's Comments:

The site features a modern, crisp look.. Locally produced video is present but sparse.

CATEGORY 2 – BEST SITE ARCHITECTURE AND OVERALL DESIGN CLASSES C & D COMBINED

1st Place

Oakville Beaver, Niagara This Week, Burlington Post, Brampton Guardian
www.oakvillebeaver.com; www.niagarathisweek.com; www.burlingtonpost.com;
www.branptonguardian.com
Metroland West Media Group

Judge's Comments:

I'm awarding a collective First Place to Metroland West Media Group for excellent templated execution of a well-designed and reader friendly website that serves multiple communities but gives each community customized content as well as shared relevant content. Each site enjoys toolsets and features that probably no single site could support or afford. But through the collective effort of Metroland West Media Group, all sites have no doubt taken a stride forward.

2nd Place

ThisWeek Community Newspapers – www.thisweeknews.com
Dispatch Printing Company

Judge's Comments:

Packed full of information, yet accessible. Use of tabbed primary feature area packs more into the page while keeping it organized and well-designed. Other navigation devices are well thought out.

3rd Place

Simcoe Division – Metroland – www.simcoe.com
Metroland North Media Group, Ltd.

Judge's Comments:

As a unifying umbrella site for almost a dozen other publications, this site has a lot to contend with but the site does have a lot to offer and incorporates a lot of consumer features.

**CATEGORY 3 – BEST READER INTERACTIVITY
CLASSES A & B COMBINED**

1st Place

Arizona Daily Star – www.sahuaritastar.com
Lee Enterprises, Inc.

Judge's Comments:

It is obvious that the design of this site is centered around community participation. The Your Blogs section has active participation and is enhanced by community and staff bloggers. Sahuarita Says has interesting poll questions. The Photos area allows users to submit photos by computer or phone and has commenting capability. The calendar area provides the most complete list of happenings in the city. The Community Info section is a nice addition with useful facts, demographics and links to area attractions. Registered members enjoy the full experience by being able to create a customized profile. The Neighbors section exemplifies this customized experience. The tag cloud feature enhances the user friendly environment even more. Overall, the site gives users a wonderful experience in a local setting that is extremely rewarding.

2nd Place

Sioux City Journal – www.siouxcityjournal.com
Lee Enterprises, Inc.

Judge's Comments:

It appears that engaging readers is a top priority for this newspaper website. While on the home page you can see Community Connections, Multimedia, Speak Out & Opinion Poll sections prominently displayed in a very user friendly format. Other highlights include story comments, blogs, forums, photo galleries, local and AP video and audio clips. The My Minute video feature also stood out since it provided a unique format in which to display letters to the editor. It was also nice to see that they remind users in their logo tagline that they are the choice for news and information in print AND online. The siouxcityjournal.com site will continue to further engage users if it follows the path it is already on.

3rd Place

NorthWest Herald – www.nwherald.com

NorthWest News Group / Shaw Newspapers

Judge's Comments:

When you reach the home page of nwherald.com you immediately notice the importance of multimedia and reader polls. You are also invited to participate in commenting on stories. The In Motion Multimedia News area plays such a large role in their online presentation, that it follows the user throughout the site as a constant reminder to participate. It was also interesting to see that video coverage has become part of their logo tagline. Lastly, blogs appear to be yet another avenue that they are using to engage users. This site has many wonderful user features that are likely solidifying the newspapers relationship with their community.

Honorable Mention

North County Times – www.nwtimes.com

Lee Enterprises, Inc.

Judge's Comments:

The first thing that stuck out when visiting this website was their emphasis on giving users/readers quick links to interactive areas. Blogs and A/V media play a significant role in their site content. Adding and viewing blog comments and photos is easy to do. The ability to comment on stories is also easy. The Say What? section on user comments was deep with content. The Hot Topics blog widget stands out while reading stories and is a nice way for their editorial department to focus on important issues. One of the most user friendly areas on the site has to be the Send News section. This displays all the different ways you can touch the newspaper in a user friendly format. Overall, a great foundation has been built to engage readers.

**CATEGORY 3 – BEST READER INTERACTIVITY
CLASS C**

1st Place

Metroland Durham Region Media Group – www.durhamregion.com

Metroland Media Group, Ltd.

Judge's Comments:

Polls, blogs and citizen journalism put this Web site on the top of the pile. Giving readers a place to submit their news is the absolute deciding factor. What's more interactive between a reader and a newspaper than news? Not much. And this site has it down quite well.

2nd Place

GateHouse Media New England – www.wickedlocal.com
GateHouse Media, Inc.

Judge's Comments:

This site appears to have everything one could want in a news Web site. It's a wicked cool site.

3rd Place

GateHouse Media New England – www.townonline.com
GateHouse Media, Inc.

Judge's Comments:

This site has an obvious desire to involve their readers into their work. Ease of use makes this site stick out among the other entries.

**CATEGORY 3 – BEST READER INTERACTIVITY
CLASS D**

1st Place

The Citizen – www.thecitizen.com
Fayette Publishing, Inc.

Judge's Comments:

The blogs are what make this site the obvious winner. Reader-made blogs provide the perfect forum for users to interact both amongst themselves and with the publication. The weekly poll and ability to comment on stories are just the icing on the cake. Giving people the ability to post their own videos takes interactivity to a new level.

2nd Place

Powell River Peak – www.prpeak.com
Madison Publishing, Ltd.

Judge's Comments:

The guestbook was a nice touch that gave readers a place to talk about various subjects. The inclusion of games adds something a bit more fun, which is a nice touch.

3rd Place

The Press & Guide Newspapers – www.pressanduide.com
Journal Register Company

Judge's Comments:

The blog to allow for posting of condolences is one of the best ways to give readers a chance to interact and feel they are part of the process.

**CATEGORY 4 – BEST EMPLOYMENT SITE/VERTICAL
ALL CLASSES COMBINED**

1st Class

South Bend Tribune – www.sbjobmatch.com
Schurz Communications, Inc.

Judge's Comments:

South Bend Tribune's jobmatch site presents an attractive, easy to use job search and resources site that includes a well designed search results page. Users can easily search by job categories, location and managerial responsibility. Resources, including the Your Worth feature helps you identify whether your current or proposed compensation package at, below or above the median for the job location while a "What-If" analyzer lets you try different job scenarios. All together a site with a variety of uses that will attract job seekers as well as those who want to hone their earning abilities.

2nd Place

The Pantagraph – www.pantagraph.com/jobs
Lee Enterprises, Inc.

Judge's Comments:

Pantagraph's innovative creation of industry specific employment sections within a jobs site helps target advertisers and job seekers. The site presents an easy to use employment service that lets people focus on the job of finding a local job.

**CATEGORY 5 – BEST REAL ESTATE SITE/VERTICAL
ALL CLASSES COMBINED**

1st Place-tie

Montgomery Newspapers – www.allaroundphillyhomes.com
Journal Register Company

Judge's Comments:

Philadelphia area home buyers and renters will find an easy to use service at allaroundphillyhomes.com. The site offers quick access and search of new home construction and older homes combined with broker profiles to help would-be buyers find local agents. Home searches can be narrowed by many important criteria and preferred listings saved, so buyers save time putting together a handy list of high-potential homes to tour in person.

1st Place-tie

York Region Media Group – www.homesyorkregion.com
Metroland Media Group. Ltd.

Judge's Comments:

The York Region Media presents a pure-play real estate site that neatly combines the online power of searchable listings database with the ability to read PDF documents of complementary print publications. This accommodation to multiple user search preferences coupled with a robust home and related services search capability make the site a stand out in the online real estate category.

2nd Place

Observer & Eccentric Newspapers – www.hometownlife.com
Gannett Company, Inc.

Judge's Comments:

The real estate section of the hometownlife.com site presents a clean design and easy to use controls that provide users with quick access to listings based on the key criteria used by home buyers. Links to real estate and community news allows would-be buyers to explore for more information on local market conditions and factors that might influence pricing and resale value of homes in the market.

**CATEGORY 6– BEST AUTOMOTIVE SITE/VERTICAL
ALL CLASSES COMBINED**

1st Place-tie

Car Connection – www.carconnection.com
Journal Community Publishing Group

Judge's Comments:

A hip design, detailed search features and comprehensive result sets with oodles of photos and links to all the resources a car buyer needs make this a stellar site. I wish there was a Car Connection in my community. The detailed results pages provide everything but the test drive to prospective buyers and links to handy research resources such as CarFax, fuel economy comparisons, etc. Mapquest makes it easy to narrow your search and get to the car lot for that test drive.

1st Place-tie

Traverse City Record-Eagle – www.recordeagleautos.com
Community Newspaper Holdings, Inc.

Judge's Comments:

Buyers and sellers will find this site a great help in buying and selling vehicles. Sellers can take the drivers seat with the nifty do-it-yourself classified advertising feature that enables car sellers to place online and print ads directly onto the site. Buyers can quickly search for very specific makes and models and build a personal “showroom” list of vehicles of interest. A research section, links to Edmunds.com and buying incentive offers, arms buyers with the information and background needed to make an informed decision.

2nd Place

The Mississauga News – www.mississaugawheels.com
Metroland Media Group, Ltd.

Judge's Comments:

Mississauga Wheels provides easy to use search features that help buyers narrow their search and take the agony out of car buying. While you'll still have to dicker on price with the dealer, this site lets you start the process in the comfort of your own home by using the More Information link. A good solid site that gets the job done.

**CATEGORY 7– BEST LOCAL COMMUNITY INITIATIVE
CLASSES A & B COMBINED**

1st Place

Southeast Missourian – www.semoball.com
Rust Communications

Judge's Comments:

I love this site. It gives users lots of options and control without eroding the content from the pros. I like the reader photo galleries, and love the way I can reorder the photo galleries based on what's most popular, to give me a sense of the wisdom of the crowd. Also like the athlete of the day and game of the day features, and the vast array of blogs, all of which seem current. I like that I can see the hot topics that have sparked discussion on the site, and I like that they're arranged chronologically according to most recent comments. It's clear that this site is responding successfully to a real demand in the community.

2nd Place

NorthWest News – www.mchenrycountysports.com
NorthWest News Group / Shaw Newspapers

Judge's Comments:

This site offers a lot of high quality professional content. I love the way the site lets fans rate local teams, and allows users to see the pros rankings and the fan rankings. That widget works really well. I also liked the athlete of the week and play of the week features. Overall an impressive site.

3rd Place

Daily Local News – www.dailylocal.com
Journal Register Company

Judge's Comments:

Getting readers to check out the website and familiarize themselves with it is definitely a challenge. This is a great, simple -- and, most importantly, FUN -- way to lure readers online. Making readers find clues online, then go offline to look in the real world makes an interesting connection between the two worlds. Very cool. Even cooler that you gave away Mac products.

Honorable Mention

Journal News – www.journal-news.com/nuestra
Cox Ohio Newspapers

Judge's Comments:

Great idea, and a laudable project for a small paper. Keep working on it! You're on the right track!

**CATEGORY 7– BEST LOCAL COMMUNITY INITIATIVE
CLASSES C & D COMBINED**

1st Place

The Pulse-Journal – www.pulsejournal.com/l/content/oh/index/living/pets/
Cox Ohio Newspapers

Judge's Comments:

Innovative and interactive with impressive results. Reached diverse segments of the community with different topic areas.

2nd Place

Metroland-Durham Region – <http://featuresdurhamregion.com/index.php?fid=15>
Metroland Media Group, Ltd.

Judge's Comments:

Awesome. Deep coverage, lots of voices, innovative in its generation and presentation.

3rd Place

ThisWeek Newspapers – http://www.thisweeknews.com/?story=dispatchinteractive/contests/worst_turf/worst_turf_1.html
Dispatch Printing Company

Judge's Comments:

Innovative, interactive, and good coordination with advertising and marketing.

Honorable Mention

The Mississauga News – www.perfectcouple.ca
Metroland Media Group, Ltd.

Judge's Comments:

Creative, both in its conception and execution. The updating of questions and interaction with the contestants was a good addition.

Honorable Mention

Metroland-York Region – www.yorkregion.com/community/penpixel/
Metroland Media Group, Ltd.

Judge's Comments:

Very cool. Innovative because it's a nontraditional content area for a newspaper. Forms a community because many people in that community may not have known others are interested in creative arts.



CATEGORY 8– BEST ADVERTISING INITIATIVE ALL CLASSES COMBINED

1st Place

The Burlington Post – www.burlingtoncommunityguide.com
Metroland Media Group

Judge's Comments:

The team at the Burlington Post created a very appealing and interactive piece from its annual Community Guide, and made the online version of it easy to navigate pages. It's clear that the consumers in this area have a very comprehensive guide to their region, and the Post team made it visibly accessible from the main website.

2nd Place

Montgomery Newspapers - <http://www3.ctcentral.com/2006communityguide/>
Journal Register Company

Judge's Comments:

From a basic local directory standpoint, the team at Montgomery Newspapers has started a one-stop shop for area viewers to access those who provide services and merchandise, and it's easy to use.

3rd Place

Pocono Record – www.poconorecord.com
Pocono Mountains Media Group / Ottaway Newspapers, Inc.

Judge's Comments:

From the variety of advertisers and graphics that accompany the online ads, it's clear the Pocono Record staff accomplished its goals of expanding its revenue base. The ads are appealing and placed in strategic positions.

CATEGORY 9– LOCAL INNOVATOR OF THE YEAR ALL CLASSES COMBINED

1st Place

MIKE WEILER, Managing Editor-New Media
NorthWest Herald, Kane County Chronicle – www.nwherald.com
NorthWest News Group / Shaw Newspapers

Judge's Comments:

Mike Weiler wins top honors as this site has moved far beyond just reflecting the content that is in their print editions. I loved the "QuickCast" daily webcast that they produce, but I think that their innovative content is strongest in their sports coverage. They've integrated the multimedia into their sports coverage very well, with blogs, photo galleries, slideshows and podcasts. Their prep sports section really impressed me. High school sports are extremely important in our area, and I assume that the

same is true for McHenry County. And if I cared deeply about baseball, I'd definitely be checking out their ChicagoBaseball365.com section. That's content that their readers couldn't get from print.

2nd Place

ANNE EISENMENGER, Vice President of Audience Development

The Patriot Ledger, The Enterprise – www.southofboston.com and www.wickedlocal.com

GateHouse Media, Inc.

Judge's Comments:

Hats off to Anne Eisenmenger for heading up this extremely innovative site. I can see what they're going for with hyper-local content, especially in WickedLocal and TownOnline. WickedLocal is a great branding name, and it has a very sleek look to it. Their Plymouth forum is going pretty well. I really liked an off-beat vlog by one of their advice columnists.

3rd Place

ANDREW KLESKE, Online Editor

North County Times – www.nctimes.com

Lee Enterprises, Inc.

Judge's Comments:

Nice job Andrew Kleske – this site has a good set of blogs and reader reactions. I like that readers can see & view new comments as the comments arrive, that's a nice function. They seem to be generating some good community response. Andrew should be proud of his efforts so far.

CATEGORY 10– BEST MULTI-MEDIA INITIATIVE CLASS A

1st Place

Sioux City Journal – www.siouxcityjournal.com/multimedia

Lee Enterprises, Inc.

Judge's Comments:

Very robust. Numerous audio clips, with some video. Audio slide shows are nifty combo of video and audio content.

“Bush in Iowa” link goes to a slideshow page, with “Bush Visit” oddly buried in lower right. But the slide show progresses at a good pace. “Interactive graphic” features are nice, with some depth. Nice map, photos, and other background.

The video archives include movie reviews—compelling.

2nd Place

Courier Communications – www.courierwebcasts.com

Lee Enterprises, Inc.

Judge's Comments:

I discovered that letting the cursor hover over the audio link produces a text box describing the clip—nice! Overall, the amount and variety of content is impressive.

3rd Place

North County Times – www.nctimes.com/tv
Lee Enterprises, Inc.

Judge's Comments:

The site displays an interesting array of video segments. "Odd Jobs" and "Helping Hands" are nice titles, succinctly explaining what the segments focus on. "Helping Hands" credits are clearly listed, and there are nice links to related print stories below the video boxes in various categories.

Honorable Mention

Ocala Star – www.ocala.com/multimedia
The Star-Banner / New York Times Regional Media Group

Judge's Comments:

The content categories—News, Sports, etc.—are clearly delineated, and the separate stories are nicely laid out on the page, with more information presented after one holds the cursor over a specific image.

CATEGORY 10– BEST MULTI-MEDIA INITIATIVE CLASS B

1st Place

Northwest Herald – www.nwherald.com
NorthWest News Group / Shaw Newspapers

Judge's Comments:

This entry really got me excited, and clearly stood head and shoulders above the rest. I see a lot of nice details in the presentation, with a nice clean look and an easy navigation strip across the top. I loved how the name of the video/multimedia and the date popped up when you moused over the thumbnails. Video player worked well and loaded fast. I also liked the professional look of the bumpers that preceded each video. As for the videos and slideshows themselves, I clicked on several and found the quality to be very good. The variety offered was good, too. Overall, a polished, quality site that its creators can be proud of.

2nd Place

Times-News – www.magicvalley.com/multimedia
Lee Enterprises, Inc.

Judge's Comments:

I love the ambition of this site. It's a strong effort that fell just a bit short of first place. The site contained a nice player. Videos were a good mix of news and features. Loved the audio from the duck-calling kid (sell it as a ringtone!). I think this site just needs to refine its execution a bit, because the enthusiasm and ideas are quite strong.

CATEGORY 10– BEST MULTI-MEDIA INITIATIVE CLASSES C & D COMBINED

1st Place

Metroland-Durham Region – www.videodurhamregion.com
Metroland Media Group, Ltd.

Judge's Comments:

This site is packed with great features. The interface is stylish and easy to navigate. The “searchable archive” and “most viewed videos” are two great features in particular. In addition, the “share video” and “embed video” options provide for valuable interactivity. I compliment the staff for the professional-quality segways. Great job!

2nd Place

Mississauga News – www.mississauga.com
Metroland Media Group, Ltd.

Judge's Comments:

No wonder Mississauga.com is so popular. The new video feature is prominently displayed, with multiple points of entry. The interface for the video newscasts is beautiful. The video is well shot and edited. This feature can become even better with some search and/or archive options. The slideshows are an added bonus to this site. Make them a staple feature.

3rd Place

Era-Banner – www.yorkregion.com/classified/wheels
Metroland Media Group, Ltd.

Judge's Comments:

This multi-media feature is a great idea. It should definitely increase page views. Videos are well shot and scripted. Consistent, subtle transitions will give the videos even more professional look. In addition, the visual impact of this feature will be even greater with a good-quality intro.

Honorable Mention

The Pulse Journal -

http://www.pulsejournal.com/e/content/oh/index/entertainment/events/holidays/mason_lights_index.htm
|

Cox Ohio Newspapers

Judge's Comments:

This idea is particularly suitable for multi-media. The video is definitely a lot of fun to watch. It is well shot and edited. No wonder it was so popular.



LOCAL PAPERS. | LOCAL NEWS. | LOYAL READERS.

CATEGORY 11– BEST OVERALL LOCAL NEWS SITE CLASS A

1st Place

South Bend Tribune – www.southbendtribune.com
Schurz Communications, Inc.

Judge's Comments:

A nice site with lots of cool features, but what really set this one above the pack was the 24/7 News Page, which provides short, but interesting breaking news items constantly. I also really liked the tip line contact info at the top of the 24/7 page and homepage

2nd Place

The Record – www.recordnet.com
Ottaway Newspapers, Inc.

Judge's Comments:

Nice-looking site, with the latest stories clearly marked. My favorite part, though, is the "Your Town" functionality, which enables users to drill down to more localized content ... with the latest stories, again, clearly marked. Being able to toggle over to "most clicked" is nice, too.

3rd Place

Sioux City Journal – www.siouxcityjournal.com
Lee Enterprises, Inc.

Judge's Comments:

Wonderfully organized, and the site does a fantastic job of keeping the multimedia content right at the user's fingertips. Breaking news is very easy to spot. Nicely done.

Honorable Mention

The Pantagraph – www.pantagraph.com
Lee Enterprises, Inc.

Judge's Comments:

Stories are time-stamped and nicely organized. It's easy to identify most prominent stories. I also dearly love the "WTF" (Weird Trivia and Facts) category.

CATEGORY 11– BEST OVERALL LOCAL NEWS SITE CLASS B

1st Place

Traverse City Record-Eagle – www.record-eagle.com
Community Newspaper Holdings, Inc.

Judge's Comments:

From consistent breaking news online to an outstanding collection of local blogs, this was by far the best overall local news site. I liked the daily poll question. I thought the home page was engaging and

inviting. The top half of the home page was not cluttered with ads. “More to this story” is a smart use of documents and multi-media content.

2nd Place

Lawrence Journal-World – www.ljworld.com
The World Company

Judge’s Comments:

Innovative use of day-parting to transform the site from hard news during the day to entertainment and things to do during nights and weekends. The “24-hours-in-Lawrence” is a great blend of citizen journalism with professional staff. Police blotter online is smart. I also thought Kansas Crossroads was a great public service, and by keeping it on the web, it’s a resource that citizens and journalists can continue to use.

3rd Place

Pocono Record – www.poconorecord.com
Pocono Mountains Media Group / Ottaway Newspapers, Inc.

Judge’s Comments:

“The Basics” is a great resource. Email alerts is also smart. I liked that you set up a collection on the pet food recall. And you pay attention to the details, like being able to mouse over on the calendar and see each day’s events. Good use of information, such as blotter information and a traffic map. This site recognizes our need to perform important jobs for readers.

CATEGORY 11– BEST OVERALL LOCAL NEWS SITE CLASS C

1st Place

The Gazette – www.gazette.net
Post Newsweek Media, Inc.

Judge’s Comments:

Pulling together 27 communities weeklies into one robust site is a challenge, for sure, but one the Gazette has done well. The site is functional, efficient and designed in a way to keep the user interested beyond just the story. The site is layered well, includes unique web content and looks like it's updated throughout the day, giving it a more fresh feel than the print. Kudos to the Gazette.

2nd Place

Newton Tab – www.newtontab.com
GateHouse Media, Inc.

Judge’s Comments:

Newton, Mass., may not have a daily paper, but this web site more than makes up for it. The tab format is functional and gets the news out there so the user hasn't have to go searching or scrolling for it. The design is functional and easy to navigate. The use of multimedia is good (begging for more!) and the blog section is robust, for sure.

3rd Place

ThisWeek Newspapers – www.thisweeknews.com
Dispatch Printing Company

Judge's Comments:

The site is not cluttered, with enough white space so as not to overwhelm the user. The use of YouTube and Pictopia better layer the site to give it more depth, and more reason to visit. The commitment to a full-time online editor looks to be a very good decision. The use of unique elements on the site helps keep move it above the norm.

Honorable Mention

Mississauga News – www.mississauga.com
Metroland Media Group, Ltd.

Judge's Comments:

The daily web-casts make this site. Having information coming to you the user in a video format twice a day is impressive. The updating of the site is impressive as well. The prominence of the blogs on the homepage is a sign of the times as well.

CATEGORY 11– BEST OVERALL LOCAL NEWS SITE CLASS D

1st Place

Messenger Post Newspapers – www.mpnnow.com
GateHouse Media, Inc.

Judge's Comments:

This is a vibrant Web site that puts the news up front. It is updated daily and provides a good view of life in the community. In addition to the breaking stories, the site also has a strong multimedia offering that enhances the news. It offers variety of videos and photo galleries. Navigation is a bit difficult on the site, but the news is easy to find. The site appears to provide a solid view of local happenings.

2nd Place

Leesburg Today – www.leesburgtoday.com
American Community Newspapers, LLC

Judge's Comments:

This is an excellent site that provides a full serving of community news and events. It is updated daily and has a strong sense of expertise and full understanding of its readers and their town. It is easily navigated, and it's community calendar, which is found on the homepage, is a nice offering.



LOCAL PAPERS. | LOCAL NEWS. | LOYAL READERS.

CATEGORY 12– BEST SITE TO BUY OR SELL MERCHANDISE ALL CLASSES COMBINED

1st Place

The Pantagraph – www.pantagraphclassifieds.com
Lee Enterprises, Inc.

Judge's Comments:

Whether you're hunting for that special something or just browsing, the comprehensive listings and easy to search features of Pantagraph classifieds make this site a pleasure for shoppers

2nd Place

Traverse City Record-Eagle – www.recordeagleclassifieds.com
Community Newspaper Holdings, Inc.

Judge's Comments:

Self-service selling comes of age at the record-eagle classifieds site. The do-it-yourself classified advertising feature provides four levels of options to sellers and walks them through the process, encouraging and guiding them to create the most impactful ads possible. A great service.